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**Attorney Docket No: VCAT-001/03US
(300340-2006)**

PATENT

Mail Stop Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450



**NEW CONTINUATION-IN-PART PATENT APPLICATION
TRANSMITTAL UNDER 37 C.F.R. §1.53(b)**

This application is a continuation-in-part of U.S. patent application Serial No. 10/406,561, filed on 4/3/03, entitled SYSTEM AND METHOD FOR CUSTOMER CONTACT MANAGEMENT, which itself claims priority under 35 U.S.C. §119(e) to United States Provisional Application No. 60/370,103, filed on 4/3/02, entitled INFORMATION PROCESSING SYSTEM FOR TARGETED MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT, and is related to copending United States Patent Application Serial No 10/406,578, filed on 4/3/03, entitled INFORMATION PROCESSING SYSTEM FOR TARGETED MARKETING AND CUSTOMER RELATIONSHIP MANAGEMENT, each of which are herein incorporated by reference in their entirety.

by the following named inventor(s):

(a) Full Name: Javier Saenz

1. Enclosed are:

☒ A copy of the application for the Continuation-In-Part, entitled

**SYSTEM AND METHOD FOR
OFFERING AWARDS TO PATRONS OF AN ESTABLISHMENT**

- ☐ Declaration;
- ☒ Drawing – Seventy-Nine (79) Sheets of Drawings Figs. 1-76.
- ☒ Application Cover Sheet (1 page)
- ☒ Post-Card.

☒ This application is being filed without a filing fee. Issuance of a Notice to File Missing Parts of Application is respectfully requested.

☐ The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §§1.16, 1.17, and 1.21 that may be required by this paper, and to credit any overpayment, to Deposit Account No. (PA) 03-3117 (RE) 50-1283.

2. ☒ The Power in the prior application is to Cooley Godward LLP.
- ☐ The Power appears in the original papers in the prior application.
- ☐ The Power is enclosed.
3. ☒ Please direct all future correspondence concerning this application to:

Cooley Godward LLP
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Palo Alto, CA 94306-2155
Tel: (650) 843-5000
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CUSTOMER NUMBER: **23419**

Respectfully submitted,
COOLEY GODWARD LLP

Dated: October 30, 2003

By:



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